OC WEEKLY

ROLLING PAPER

2018

420 Guide

OARICE SMOLENSKI OF *Reserve* **TALKS TO US ABOUT OC'S NEWEST, CLEANEST PRODUCTS**

PG. 1

HOW DO YOU WANT TO FEEL?™

Choose an effect below to curate your experience.
That is the Art of Flower.™

CANNDESCENT™

CALIFORNIA

AVAILABLE EVERYWHERE FINE CANNABIS IS SOLD / WWW.CANNDESCENT.COM

Showgrow Santa Ana
1625 E St Gertrude
Santa Ana, 92705

OC3
3122 S Halladay St A
Santa Ana, 92705

MedMen Santa Ana
2141 S Wright St
Santa Ana 92705

Safe Coast Safe Access
1900 Warner Avenue
Santa Ana, 92705

Bud and Bloom
1327 E St Gertrude Pl
Santa Ana, CA 92705

CREATE CONNECT CHARGE

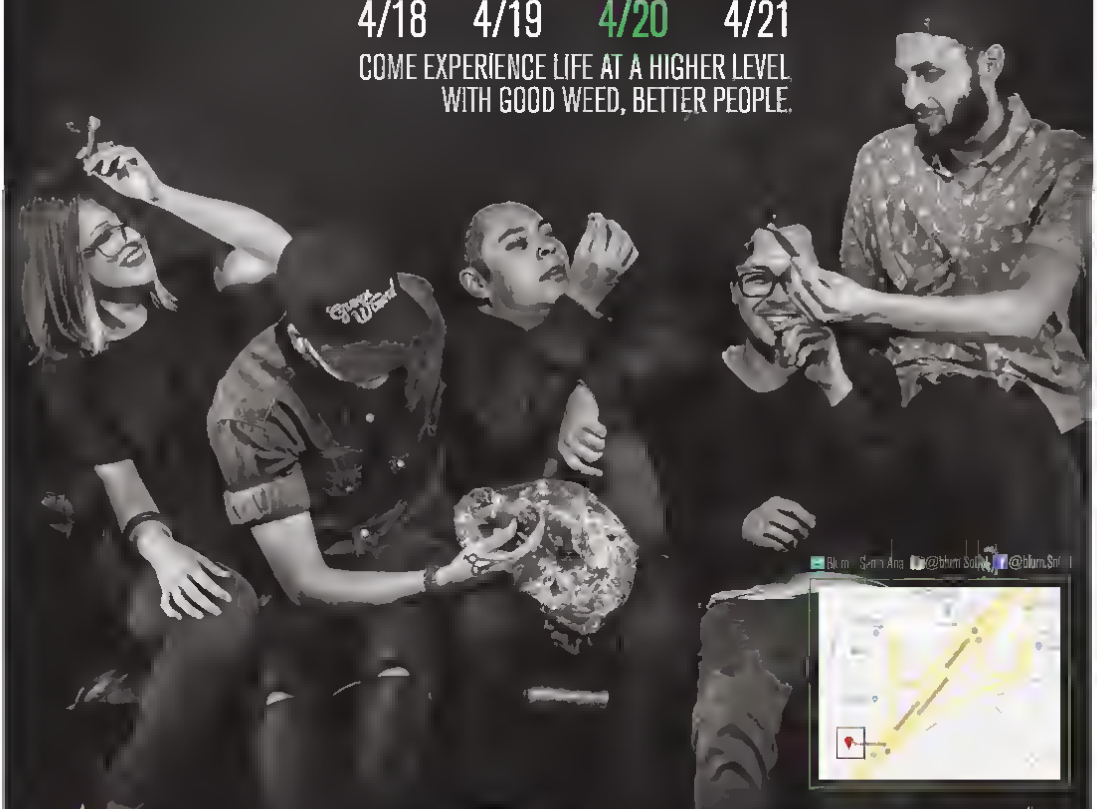
- 20% OFF ALL 4 DAYS
- SPEND OVER $60, GET SWAG
- MAKE ANY PURCHASE ON 4/20 AND RECEIVE A COMPLIMENTARY FOOD TRUCK TICKET
- RAFFLE(S)
  Spend over $100 to ENTER
  4 DRAWINGS, 4 WINNERS
  WINNERS get $420 in Blüm Bucks
  Drawings start each day at 4:20pm

4 DAYS OF 420

at blüm Santa Ana

4/18 4/19 4/20 4/21

COME EXPERIENCE LIFE AT A HIGHER LEVEL
WITH GOOD WEED, BETTER PEOPLE.



LEGION · Chill · Big Pete's · LOLA LOLA · JETTY · KIVA

4/20 ONLY FOOD TRUCK · 4/20 ONLY VENDOR DEMOS · 4/20 ONLY LIVE MUSIC · SPECIALS · RAFFLES

LetsBlüm.com ✚ (949) 238 - 4203 ✚ 2911 Tech Center Drive Santa Ana, CA 92705 ✚ REC- A10-17000064TEMP ✚ MED M10-17-0000138TEMP

Find your feelgood.™
Download Muncheez.

muncheez™

The trusted marketplace for the legal cannabis community.

Search, discover, review, and discuss legal cannabis strains, local dispensaries, doctors and delivery services.

muncheez.com muncheezapp muncheezgirls A Digital Tower Co

Download on the App Store

forgetstoner.com | MedMen

A10-17-0000008

CANNABIS BRANDS

DIGITAL ADVERTISING IS NOW LEGAL

10K

ADVERTISING.INC

FIND OUT MORE:

420@10KADVERTISING.COM

TABLE OF *Contents*

10 | INTRO | *By Mary Carreon*

12 | DARICE SMOLENSKI | *The Reserve is Back With a Product Line Designed far Healthy Living & Wellness. By Mary Carreon*

16 | KANNABIS WORKS | *Stare Brings Class, Quality and Care to Santa Ana. By Mary Carrean*

22 | CANNABIS ALMANAC | *Your Guide To 420 Events on the International Day of Weed! By Mary Carreon*

26 | IN FULL BLÜM | *Derek Peterson Has Big Plans for Terra Tech in OC and Beyond. By Mary Carreon*

30 | CANNABIS CUISINE | *Whale Foods Embraces New Market with Kitchen Take. By Mary Carreon*

34 | THE BEST OF 420 | *Products, Accessories and Gifts, Oh My! By Mary Carreon*

OC WEEKLY

EDITORIAL
EDITOR Nick Schou
ASSOCIATE EDITOR
Patrice Manzera
SENIOR EDITOR NEWS & INVESTIGATIONS R. Scott Moxley
STAFF WRITERS Matt Coker, Gabriel San Roman
MUSIC EDITOR Nate Jackson
WEB/CULTURE EDITOR
Tayler Hamby
CALENDAR EDITOR Aimee Murillo
EDITORIAL ASSISTANT/ PROOFREADER Lisa Black
EDITORIAL INTERNS Sarah Amawi, Adam I. Samaha

PRODUCTION
ART DIRECTOR
Richie Beckman
PRODUCTION MANAGER
Casey Long
LAYOUT DESIGNER/PRODUCTION ARTIST
Mercedes Del Real

SALES
ADVERTISING DIRECTOR
Scott Mabry
SALES DIRECTOR Ryan Whipple
SALES MANAGER
Jason Hamelberg
SENIOR ACCOUNT EXECUTIVES
Danny Hudgins, Katie Lynch
ACCOUNT EXECUTIVES Tina Tamburrino, Daniel Vest, Jason Winder

MARKETING
MARKETING DIRECTOR
Jennifer Wales
MARKETING MANAGER/EAT+DRINK DIRECTOR
Janelle Arballo
SALES/MARKETING COORDINATOR
Nicole Tawney
SALES & MARKETING FOOD EDITOR
Cynthia Rebelledo
DIGITAL COORDINATOR
Dennis Estrada

ADMINISTRATION
PRESIDENT & CEO
Duncan McIntosh
VICE PRESIDENT & GENERAL MANAGER
Jeff Fleming
AR COORDINATOR
Herlinda Ortiz

714.550.5900
18475 BANDILIER CIRCLE. FOUNTAIN VALLEY, CA
WWW.OCWEEKLY.COM

CRU™

PREMIUM CANNABIS BLENDS TO ENHANCE LIFE
DAYTIME, NIGHTTIME, ANYTIME

TASTE+SCENT

Earthy Highlights
Hint of Chocolate

SENSATION

Euphoric Relaxation
Balance & Creativity

WHEN TO USE

Anytime

RELAXED ACTIVE

WE MAKE IT EASY TO DISCOVER
WHAT YOU WANT

WWW CRUCANNABIS COM

CRU Cannabis is a California Licensed Cultivator

HAVE A HOLLY JOLLY 4/20!

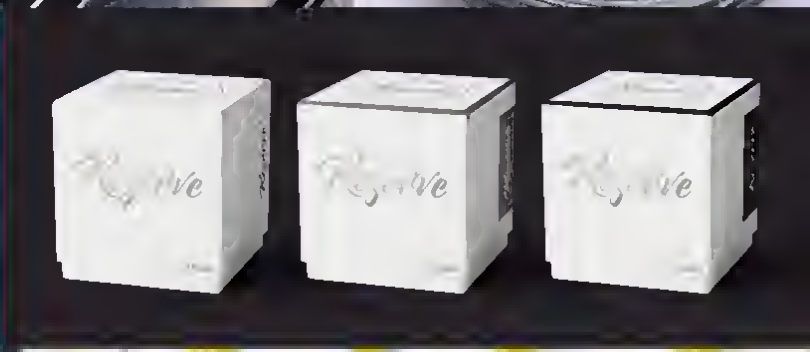
They say Christmas is the most wonderful time of year, but now that it's 2018 and cannabis is legal in California, we'd beg to differ. Next Friday is 4/20, the first rotation of the holiday since the new legislation was enacted on Jan. 1. So not only is this 4/20 historic, but it's also going to be a day of celebration across California. That means there'll be tons of things to do all weekend long. (Luckily, we've got you covered on events happening in SoCal. You can find it in the Cannabis Almanac section of this guide!)

But this 4/20 should be taken seriously. Although we definitely encourage you to celebrate in the best way you know how, take a second this year to think about how far cannabis has come in our state. Think about what cannabis means today versus what it meant 10 years ago. Take a second to appreciate the people you celebrate 4/20 with because, usually, the people you smoke with are your tribe. Additionally, the next time we celebrate another truly meaningful 4/20 will be when cannabis is de-scheduled and made federally legal, which will be a day of sweet, sweet victory. We look forward to celebrating that day with y'all. In the meantime, next Friday is worthy of celebration, and you deserve to treat yourself.

Happy 4/20 and please enjoy the cannabis guide we've laid out for you. There's nothing we love more than highlighting aspects of Orange County's blooming industry that make us unique. If you like what you see, stay up to date with us at PotPlus.com. You can also find us on social media.

HAPPY PUFFING!

cannabis
made by the
people of the
cannabis
community, for
the people of
the cannabis
community



Reserve

THE RESERVE IS BACK WITH A PRODUCT LINE DESIGNED FOR HEALTHY LIVING & WELLNESS

What separates the cannabis industry from the rest is the number of women executives. According to a 2017 Marijuana Business Daily reader survey, women hold 27 percent of executive-level roles in the cannabis industry. That's a healthy edge over U.S. businesses as a whole, where women comprise 23 percent of executive positions. Orange County isn't just home to a buzzing cannabis industry, it's also home to some of the women who make up that 27 percent. Darice Smolenski, the CEO of the former Reserve OC—one of Santa Ana's first Measure BB dispensaries—is involved in a new project. Although the storefront is no more, the legacy and devotion to health and wellness lives on with the Reserve label. We caught up with Smolenski to get the update on the new brand, product line and ethos of the company.

Pot Plus: *What makes [illegible]*

Darice Smolenski: The Reserve brand has always been geared toward all walks of life that enjoy the benefits of the cannabis plant. Whether using cannabis to treat uncomfortable symptoms, diseases or wanting to deeply fall into the relaxation and joy of the psychoactive benefits, the Reserve has products for everyone.

What does [illegible]

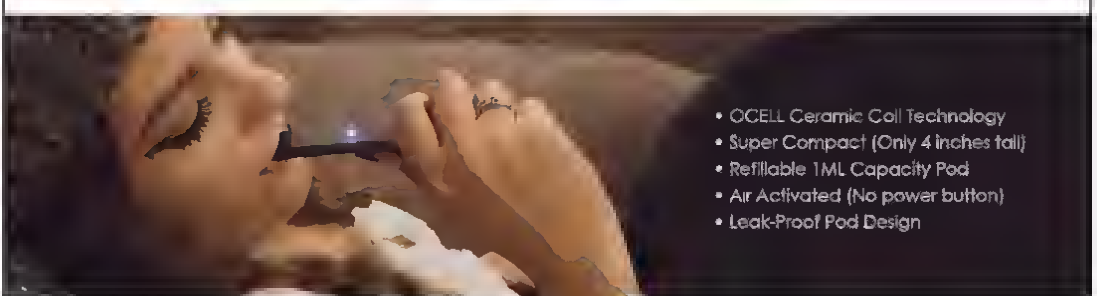
Our whole ethos is about helping people live a healthy lifestyle and be the best, healthiest versions of themselves. You can achieve this with cannabis, as long as it's clean. It's heartbreaking to see the cannabis growers out there put profit in front of quality, which is still happening despite the new regulations. It's no different than the produce that's in the grocery

Continued on page 14

KANDYPENS

RUBI

AWARDED "BEST OIL VAPORIZER OF 2018" BY THE GUIDE VAPE



- OCELL Ceramic Coil Technology
- Super Compact (Only 4 inches tall)
- Refillable 1ML Capacity Pod
- Air Activated (No power button)
- Leak-Proof Pod Design

AVAILABLE AT

WWW.VAPORNATION.COM

Let's Get This Party Started

My Bud Vase™ features vintage art glass and beautiful bud vases transformed into fine smoking implements. These highly repurposed, one-of-a-kind creations are for discerning smokers looking for aesthetic value as well as functionality.

MY BUD VASE™

Available now at:
MyBudVase.com & Dankstop.com

Continued from page 12

store: You can pay a lower cost for fruits and vegetables sprayed with pesticides and harmful chemicals, or you can pay a little more for organic, clean produce. When it comes to cannabis, the intention of the plant is the opposite of what pesticides do and are. You get what you pay for, and the same holds true with our products. They're safe and clean, which at the end of the day should be the most important thing to the consumer. In addition to that, though, you will find that our flower is loaded with flavor and offers a potent experience. At Reserve, instead of focusing on maximizing profit, we have focused the last 10 years of our lives developing a regimen that produces a high quality look, smell and effect, while keeping it natural and clean.

What does the Reserve brand give to the cannabis community?

We are currently working with multiple cities to provide ways to give back to multiple communities of California. Being a former military dependent, it was natural to support the veterans that put their lives on the line for us, and show them that we care for them—something that's not always shown when vets come back from war. We're also working alongside multiple children's groups to help families understand how they can assist their children with ailments, diseases and how to achieve and maintain a healthy life. We want to encourage the community at-large to participate in the movement. Let us help you become educated about the benefits of this amazing plant! Knowledge is power. It's also a key component to breaking the stigma. If we can break the deeply rooted stigma, I truly believe that we can help provide each other with relief and spread love to everyone around us. Although cannabis may not be for everyone, it is a go-to solution for a lot of people. And those who choose to use it shouldn't be condemned for doing so.

What kind products are in the new line?

Our specialty is ice water hash. But we also make amazing hash rosin and live rosin made from our freshly frozen whole plants. We're also about to roll out a skin care line and a fitness CBD line. We're successful in making these high-end products because our flower isn't ridden with chemicals, therefore allowing it to produce some of the highest quality concentrates. After

experiencing the Reserve products, you'll know that we truly care and that our products are made from a place of passion and love. In addition to our line of consumed and topical products, the Reserve Lifestyle concept was created to give our consumers accessories, gear and apparel that reflect the lifestyle of a healthy cannabis user. We are currently working with exclusive designers in LA that produce one-time pieces for celebrity events. So, we also create quality accessories.

How has it been being a woman in the industry?

It's an exciting time to be a woman creating history in this industry! The sky is literally the limit. There are a growing number of women in the industry—as it should be. The healing cannabis plant is female. The entire industry is built around a female plant, so we women should make up a large percentage of business owners and leaders. There's a synergy between women and the plant, which I think is part of what makes it so exciting to be a female in this industry. Also, the more we empower each other, the better this industry will become.
Sometimes the same obstacles all women face come up; or there will be an initial shock when people realize they're having a meeting with a woman to potentially do business with. Although, I do believe that because I have a strong standing in how I handle business, it's quickly understood that I'm all about producing good results.

But more than anything, I love that in this industry it's not so much a female/male issue. Rather, you rise in the ranks if you can produce results and prove your progress. I would encourage all women who have an idea or concept to go for it full heartedly! Honestly, I'd encourage any person to do that who's looking to get involved in the industry.

SAVE 14% in TAXES
WITH MEDICAL RECOMMENDATION
OCWEEKLY BEST OF READERS' CHOICE WINNER
VOTED BEST EVALUATION CENTER
RENEWALS
$29
with this ad only
NEW PATIENTS
$34
with this ad only
PRICES ARE FOR 1 FULL YEAR RECOMMENDATION
OPEN
Mon & Fri.....12PM–7PM
Tues–Thurs & Sat..12PM–5PM
(714) 599–7970
4TH STREET MEDICAL CTR
MEDICAL MARIJUANA EVALUATIONS
2112 E. 4TH ST. #111
SANTA ANA, CA 92705
ON THE BORDER OF TUSTIN & SANTA ANA, IN THE NEXUS GARDEN PLAZA IN BETWEEN THE 5 FWY & 55 FWY
—NO APPOINTMENT NECESSARY—
WWW.4THSTREETMEDICAL.COM

KANNABIS WORKS BRINGS CLASS, QUALITY AND CARE TO SANTA ANA

By Mary Carreon | Photos courtesy of Kannabis Works

Legal dispensaries began opening throughout the city of Santa Ana in late 2015. Now, almost three years later, Santa Ana is the only municipality in Orange County that permits cannabis, and there are plans to nurture the burgeoning industry by welcoming more canna-businesses into the city. The most recent business to open is Kannabis Works, one of the last few Measure BB dispensaries. Tucked in an industrial nook on Susan Street, you'd never know a high-end dispensary was located there. If it wasn't for the arrows and inconspicuous signage leading you to the entrance and parking lot in the back, it'd be easy to miss. But as soon as you walk through the doors, it feels like you've walked into a California dream.

The chic wood details, succulents and candles give Kannabis Works a beach cottage feel. In fact, when you think about the "West Coast cannabis lifestyle," Kannabis Works captures the essence with precision. Although there was a soft opening in February, the Kannabis Works team is throwing a grand opening extravaganza on Saturday, April 14, and they're inviting everyone to celebrate.

"This is a really big deal for us," says Tepi Benjamins, a Kannabis Works founder, who's been working alongside Jason Lilly, Kannabis Works' CEO, for the past three years. "It hasn't been easy. In fact, I think most people would've given up because the legal cannabis space is not a walk in the park. So, Saturday, April 14, is going to be a major celebration."

The grand opening is an all-day event. From 11 a.m. to 6 p.m., you can expect a vendor village, featuring popular canna-businesses including Bloom Farms, Apothacana, Yummy Karma, Marley Natural, Dosist and Papa and Barkley, to name a few. There will be a muralist from the Love Crew—an LA-based graffiti collective—laying down magic on the 45-foot wall nearest the entrance. You can also expect a stage and a live reggae band creating mellow tunes for the community to groove to.

Renowned DJ skyler Madison will perform a set, taking the daytime kick-back vibes and shifting the party into a classy nighttime soiree. "We are really excited to celebrate all this hard work," Benjamins says. "We're so passionate about Kannabis Works, and it's thrilling to see it now. It's really been a labor of love and a community effort."

The event is RSVP only, so if you want to kick start your 4/20 celebration reach out to them ASAP. You can call the

CONTINUED ON PAGE 18

OPEN DAILY
MONDAY-SUNDAY
9AM-10PM

ORANGE COUNTY CANNABIS CLUB
SANTA ANA

WEEKLY SPECIALS

MONDAY	10% OFF VAPES
TUESDAY	20% OFF SENIORS & VETERANS
WEDNESDAY	20% OFF GARDENERS PRE-PACKED 8TH
THURSDAY	15% OFF EXTRACTS & CBD PRODUCTS
FRIDAY	15% OFF EDIBLES & GLASS & ACCESSORIES
SATURDAY	SPIN THE WHEEL
SUNDAY	PICK YOUR OWN SPECIAL

HAPPY HOUR
9A-12P & 8P-10P

10% OFF YOUR ORDER
OR
DOUBLE POINTS

420 WEEKEND

FOOD TRUCK
STOREWIDE SALE
VENDOR DEMOS

3122 HALLADAY STREET, SANTA ANA, CA 92705 (714) 754-1348

License# TAL18-0002672

Giving Tree Farms

MODERN AGRICULTURE FOR MODERN MAKERS.

We grow so you can.

RESERVE OR CUSTOMIZE A BATCH.
CBD-RICH, UNIQUE AND POPULAR BLENDS.

Wholesale/Retail

MENDOCINO GENERATIONS

(707) 339-8089
sales@givingtreefarms.org

CONTINUED FROM PAGE 16

dispensary or send an email to rsvp@kannabisworks com to get your name on the list

When you walk into Kannabis Works, though, an all-encompassing warm energy engulfs you. It's as if you can feel the charm of great customer service and enthusiasm oozing from the building. "We try to match the vibe of our interior with our customer service," says Benjamins. "We want everyone to have a five-star experience. How we achieve that is by making our employees happy—happy employees make happy customers."

Another thing Kannabis Works has going for it is the fact it doesn't feel like a dispensary. It doesn't have a warehouse feel, there's nothing sketchy about it and it feels as if you're shopping at an Anthropology cannabis store. According to Justin, Kannabis Works' operations manager, the storefront is rooted in advocacy. The mission of the team is to extinguish the stigma and normalize cannabis by providing a hub that represents a classic, mature herbal lifestyle.

"We want Kannabis Works to be something that everyone can be a part of," Justin says, alluding to the fact that the younger generation is often depicted as the face of cannabis culture. "We want to appeal to people of all ages, which is why we're working so hard to destigmatize the experience of buying and using cannabis."

Additionally, the Kannabis Works team sets the bar high in terms of the products offered. Justin explains that they believe it's important to be strict with what you put into your body, a key factor in determining the products sold there.

In the short time Kannabis Works has been open, it has welcomed an influx of customers from out of town. There's one person who drives all the way from Hemet because of the unique and quality products the dispensary carries. Justin also tells of a woman who came in wanting to get off of the pharmaceuticals her doctor prescribed her for anxiety. "Having the opportunity to help people improve their lives is why we do this."

"We really believe that cannabis works," Benjamins chimes in, "which is why we are called Kannabis Works."

TRUST
SMOKERS, TOBACCONIST & VAPERS
Habitat
EST 2016
WE'VE GOT YOU COVERED!
BONGS • PIPES • PAPERS • GLASS
Glass Rigs, Nimbus
Whip-It, Bio, Dime Bags
Beard Vapes, Roor. Shine
Diamond Glass, Solace
Swisher Sweets, Pure
PAX, Sovereignty, 4.0
Formula 420, Empire
Sheldon Black, JBD
Toro, SMOK, Volcano
OPEN UNTIL MIDNIGHT
(714) 916-0145
17841 Beach Blvd. Huntington Beach
Mention OCWeekly for 20% OFF

License # TML17-0001
TOP SHELF
MENDOCINO COUNTY CANNABIS
Sweet Sisters
Family Farm
OWNED & OPERATED
FOR 40 YEARS
Consistent quality
held to the highest standards
mendocino generations
For Wholesale/Packaged Retail Contact
info@sweetsistersfamilyfarm.com

Voted Best Smoke Shop in OC!
SMOKEEZ
SMOKE SHOP
BEST OF
Winner
2017
Annual 420 Sale!
Friday 4/20 - Sunday 4/22
Huge Sale on Everything!
10 - 60% Off
All Three Locations!
Santa Ana
E. 17th Street (714) 5990
Newport Beach
6000 W. Hwy. (949) 0420

SANTA ANA'S PREMIER TOPSHELF MARIJUANA DISPENSARY

ANY 1/8th - $10!

for medical patients only

LOWEST PRICES IN OC

3242 S. HALLADAY, SANTA ANA, CA 92705

RECREATIONAL CUSTOMER:
CA residents may receive
10% off first visit
(must show valid CA ID)

MEDICAL PATIENT:
First time patients qualify
for $10/8th of flower
ON FIRST 3 VISITS!
Exclusions: 1 per day, no double deals, not valid on pre-packaged

Mon-Sun: 8am-10pm

10 SPOT

MasterCard VISA DISCOVER AMERICAN EXPRESS

CANNABIS ALMANAC

YOUR GUIDE TO 420 EVENTS ON THE INTERNATIONAL DAY OF WEED

BY MARY CARREON

Ah, 4/20: The international day of herb; the beloved counterculture holiday of misfits and activists alike. The day canna-lovers around the world stop for a collective toke at 4:20 a.m. and p.m., creating a global hotbox-cloud of peace, love and happiness. But this year's green day is historic for California because it's the first 4/20 under the state's new recreational cannabis legislation. Do you know what this means!?! It means all of California is going to be stoned. It also means everyone in the cannabis industry is going to be celebrating, so you'll have a magnitude of ways to recreate and commemorate the momentous occasion. And because April 20 lands on a Friday this year, you know people are going to celebrate and recreate all weekend. From red-carpet events to yoga seshes to psychedelic-marijuana playgrounds, here's what's going on in the canna-world this holiday. Mark your calendars! Oh, and don't get high and drive—cops are currently being trained to spot stoners behind the wheel.

CONTINUED ON PAGE 24

TIME TO GROW YOUR OWN 6 PLANTS!!!!!

ORANGE COUNTY HYDROPONICS & ORGANICS®

6 Plant Grow Kit
$389.99
Includes: LED Grow Light & Grow Tent

VEG BLOOM HD HD

MAD FARMER

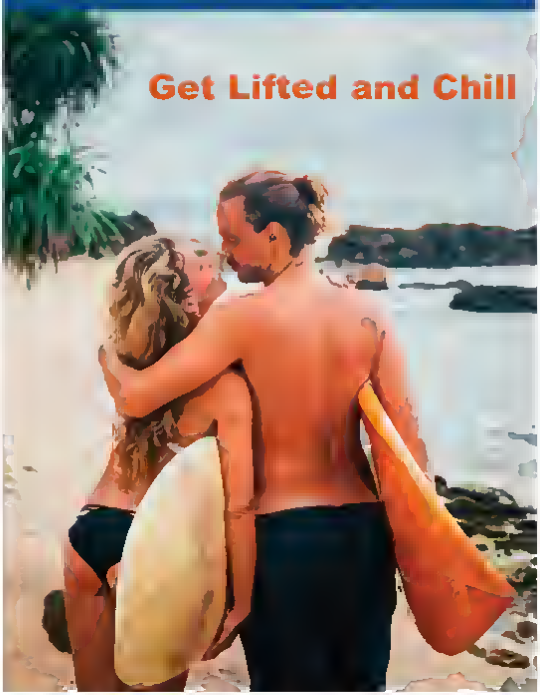
Advanced Nutrients

12707 Beach Blvd, Stanton, CA 90680
714-893-9493
(Corner of Beach and Garden Grove Blvd)

15801 Rockfield Blvd. Unit C., Irvine, 92618
949-837-8252
(Between Lake Forest Drive and Bake Parkway)

ochydro.com

yelp

LIFTED
Canabis Delivery
Serving the O.C.


Flower, Concentrates,
Edibles and Prerolls
to your home or office
within 45 minutes
657.344.0084
liftedandchill.com

FROM PAGE 22

PALM SPRINGS CANNABIS FILM FESTIVAL & SUMMIT

The Palm Springs Cannabis Film Festival and Summit is geared toward eroding the stereotypes and clichés to discover the life-enhancing potential of this remarkable—albeit, controversial—plant. The festival and summit include international feature films, shorts and documentaries as well as speakers, panel discussions, educational programs and social gatherings. The event is a platform for state and municipal government, medical researchers and practitioners, legal experts, business leaders, social welfare organizations, culinary professionals, cannabis growers, artisan vendors and the general public to gather and create change through education.

WHEN: April 20, 10 a.m.-9 p.m.
WHERE: Camelot Theatres; 2300 E. Baristo Rd. Palm Springs, CA 92262
TICKETS: $15 (pscff.jackalyst.com)

HIGH TIMES CANNABIS CUP

There honestly couldn't be a more 4/20 event than the High Times Cannabis Cup, from the group that started it all. You can expect vendors, places to medicate and recreate, live music performances, infused culinary options, panel discussions, contests, food and more. Pretty much everything green under the sun is at your disposal. Bring your old friends and make new ones at the biggest cannabis party in SoCal.

WHEN: April 20-22, Noon
WHERE: NOS Event Center; 689 South E. St. San Bernardino, CA 92408
TICKETS: $45 (cannabiscup.com)

MAGIC BUS EXPERIENCE

Who doesn't want to go to an event called the "Magic Bus Experience?" With a name that sounds like a hybrid of the Magic School Bus and the Jimi Hendrix Experience wrapped into an all-inclusive 4/20 party (on 4/22), there might be no better place this side of the Russian River to celebrate the international day of herb. You can expect interactive environments designed to stimulate the senses, inspire creativity and engage the imagination. Want to navigate the winding corridors of a "Hotbox" white-out maze? How about leaving your own creative mark in a giant coloring book? Would you like to crawl through an adult-sized pillow fort to enjoy a drink at a bar called the Make-Believe? Do you like psychedelic marijuana playgrounds? If you answered yes to any of these questions, it sounds like you found your smoke-out spot.

WHEN: April 22, 11 a.m.
WHERE: The Reef DTLA, 1933 S. Broadway, Los Angeles, CA 90007
TICKETS: $45 (magicbusexperience.com)

BAYKED BY THE BAY FEATURING WYCLEF JEAN

If you're looking for vibes, munchies and an evening with Wyclef Jean on 4/20, then pack your bags for San Diego. Expect cannabis vendors and more than 12 different munchie options from local restaurants, including Meze Greek Fusion, Beachside Deli, El Chingon, Dang Brothers Pizza and WTF Waffles, to name a few. The event is also held right on the water, so if you get there early enough you'll have a killer view of the sunset, too. You know your life is awesome when you get to experience a 4/20 moonrise with Wyclef and a live band.

WHEN: April 20, 3 p.m.
WHERE: Embarcadero Marina Park; 500 Kettner Blvd., San Diego, CA 92101
TICKETS: $30 (secure.baykedsd.com)

DUMPLING DAYZE

Dumpling Dayze is the first event in a series of cannabis-infused social dining experiences designed to bring the cannabis and foodie communities together. The goal is to de-stigmatize the recreational use of marijuana by hosting events that promote quality market driven ingredients, education on responsible consumption, and living a creative lifestyle. You can expect cannabis-infused platters featuring dumplings from around the world such as samosas, perogies, potstickers and steamed bao. Vegan and non-infused options are available, too. Come hungry and leave stoned.

WHEN: April 20, 7:30 p.m.
WHERE: Los Angeles; address given to ticket holders only
TICKETS: $50 (eventbrite.com)

INTRO THE LIGHT: A STONED YOGA EXPERIENCE

Yoga, meditation, cannabis and music. For people who are into these things, that's usually enough said.

WHEN: April 20, 7:30 p.m.
WHERE: 1611 S. Hope St., Los Angeles, CA 90015
TICKETS: $30 (eventbrite.com)

PUFF PUFF PASS

In Full BLÜM

Derek Peterson has big plans for Terra Tech in OC and beyond

By Mary Carreon

What's fascinating about California's legal cannabis industry is that nearly 80 percent of municipalities still prohibit cannabis. So, although cannabis is de-criminalized and therefore quasi-legal, much work remains to be done in terms of acceptance. Somehow, though, Orange County is represented in the other 20 percent. Thanks to Santa Ana, a healthy cannabis industry exists behind the Orange Curtain. As a result, there's an abundance of cannapreneurs and industry people pursuing revolutionary projects in our back yards.

Derek Peterson is the CEO of Terra Tech, a vertically integrated cannabis-focused agriculture company based in Irvine. The work he's done at Terra Tech has put Orange County's cannabis industry in the spotlight. Along with cultivating conventional, organic herbs under the name Edible Garden, Terra Tech also grows pesticide-fee cannabis and crafts concentrates under the brand IVXX, the Roman numeral for 420. These products are then sold in their dispensary chain, Blüm. With four locations in Nevada, another in Oakland, one in Santa Ana and one more in San Leandro, Blüm is becoming one of the top tier cannabis retail chains on the West Coast.

Peterson and his team at Terra Tech, a publicly traded company, have done a stellar job representing Orange County on a national level. And his plans for the next year are, essentially, going to solidify us a seat in the spotlight—at least as far as Southern California is concerned. "We just bought a 45,000-square-foot building on three acres off of Dyer Road and the 55 Freeway, and [we] want to build a giant cannabis megaplex," Peterson says. "We want to turn it into a retail dispensary, cultivation and extraction spot. It also has such a huge yard—like two foothall fields worth; we want to build that into an event space where we can hold symposiums, concerts, movie nights, education days, fundraisers and

CONTINUED ON PAGE 28

ENDOCA - Unlocking the Secrets of Nature

Top Quality CBD Oil - Because Good Health Starts From Within!

GMP QUALITY CERTIFIED LAB TESTED 100% ORGANIC

Endoca CBD Oil & Capsules available in two strengths:
Healthy Living (3%) 300mg CBD & Repair (15%) 1500mg CBD

CBD Oil Drops - Simple And Effective

CBD Oil Drops are an easy way to administer and consume CBD.
The absorption rates are much higher when hemp oil is taken in liquid form. Our CBD is dilluted on organic hemp seed oil rich in Omega 3 and 6.

CBD Oil Capsules - Best For Precise Dosing

Capsules are ideal for precise dosing of CBD. Our tasteless and odorless capsules are vegan, gluten-free and completely kosher.

SAVE 10% on your next order!
Apply coupon code: **OCWeekly**

Visit our website www.endoca.com, our wellness experts from Europe to help you with your order.
Contact us at **infousa@endoca.com**, telephone : **619-831-0156**.

CONTINUED FROM PAGE 26

events to bring the community together."

An Orange County resident for more than 25 years, Peterson has a goal to build out the local market and make it a destination spot. In general, Orange County isn't too keen on cannabis events. Costa Mesa just banned cannabis events from being held at the OC Fair and Events Center grounds, and thanks to the new legislation, people and businesses are not allowed to throw such gatherings unless they have a state-issued event business license. So, Peterson's event space will fill a void in the current OC marketplace.

"Blending the cannabis and music communities here in Southern California is something we really want to do," he explains. "SoCal has always been a home to music, whether you're talking about Gwen Stefani, Sublime, the Dirty Heads, whoever—there are so many bands and musicians that've come up around here, and it' still happening. We'd really like the opportunity to showcase new and established artists who have a connection or are interested in cannabis. The goal is to bring different communities together."

Peterson even talks about hosting drive-in movies at his canna-complex if the city permits. But another aspect of this build-out is the job creation and economic boost it'll give Santa Ana. Peterson envisions a place where people want to work-- and that's likely to become a reality because he invests a lot in his employees. Not only does every employee go through paid trainings and cannabis education courses, but they also get full benefits: health, vision and dental, on Terra Tech's dime. Peterson also provides lunch and snacks for his employees every day.

"The only way you're going to have great employees who give customers the best possible service is by treating them well," he says. "The competition among retailers isn't who has the best weed, it's who offers the best service. Our mantra is, 'good weed, better people' because we work hard at creating an environment that brings out the most of our employees. We want them to like going to work. We want to educate them."

Another vital reason Peterson invests in his employees is because cannabis consumers need to be educated about the plant and what they're ingesting. Although the younger generation needs the ed-

ucation, too, the Baby Boomer demographic needs the most attention because pot back in the day was *at least* 15 percent less potent. They also didn't have a million product derivatives to choose from, either. Additionally, Big Pharma targets seniors, and cannabis can substitute many of the meds doctors prescribe them.

"Being able to give good advice to our patients and customers is critical," Peterson says. "If someone comes in with anxiety, and a budtender sends them home with a sativa strain, that person is likely going to have a negative experience. That's

the whole point of educating and investing in our employees. They're helping people make health and wellness decisions."

The ultimate goal for Peterson in building this comprehensive facility, he explains, is to bring Orange County cannabis to the forefront from both a medical and adult-use standpoint. And at least in terms of professionalism, Terra Tech is the company best fit to do so. "Cannabis is a lifestyle, just like the surfing and music cultures," says Peterson. "People want to come together for cultural experiences, and that's what we plan to bring to Orange County."

QUALITY STAFF.
QUALITY PRODUCT.

WE CARRY ALL NECESSARY EQUIPMENT AND SUPPLIES FOR EXCEPTIONAL HYDROPONIC SUCCESS
WELCOME TO
55
HYDROPONICS
IN ORANGE COUNTY

714.259.7755 | 55HYDRO.COM
1727 BOYD ST. SANTA ANA, CA

PHOTO COURTESY OF KITCHEN TOKE

Cannabis Cuisine

WHOLE FOODS EMBRACES NEW MARKET WITH KITCHEN TOKE

By Mary Carreon

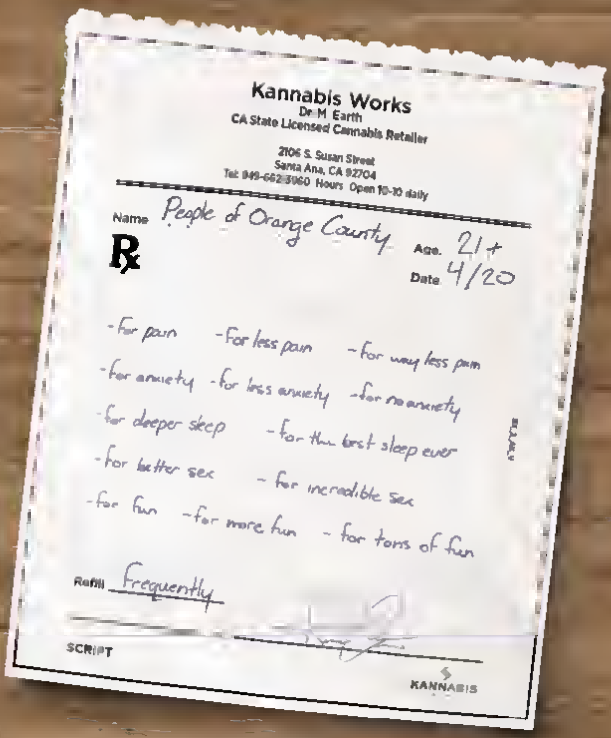
There are pros and cons to shopping at Whole Foods. In terms of buying groceries, you'll likely spend $100-$200 more than you would at a different grocery store such as Mother's, Sprouts or Ralphs. But when it comes to finding niche health food items like organic grass-fed bison meat, local wildflower honey, an array of reishi mushroom powders or South American vegan cuisine cookbooks, the "Whole" can be a great resource.

While waiting in the checkout line last week, I scanned the magazine rack. The usual yoga, meditation and veganism publications sat on the shelves. Just as I looked away, the cover art of a magazine on the bottom row caught my eye. The title of the publication read *Kitchen Toke*. The magazine sat halfway behind a display basket of organic soap, making it easy to miss.

"Could it be?" I thought to myself, as I scrolled through my mental dictionary/thesaurus, thinking of what else the word "toke" might mean. I picked up the 95-page mag and was greeted by the rest of the title: *Kitchen Toke: Cooking With Cannabis*.

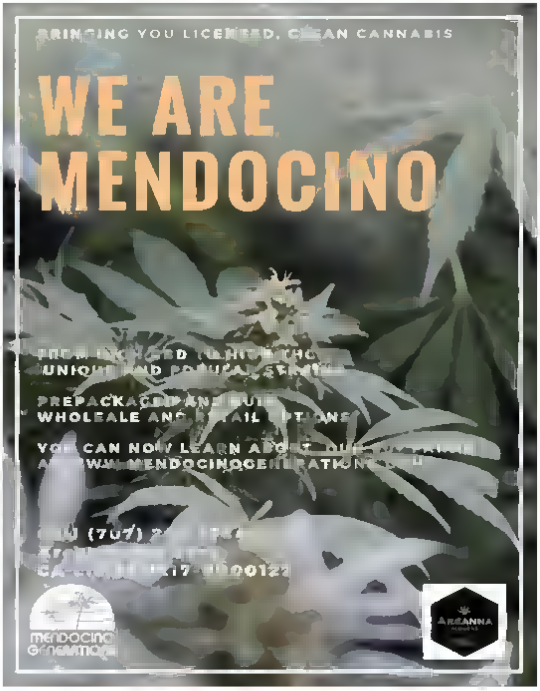
My eyes widened in sheer amazement as I flipped through the thick-papered, beautifully designed

CONTINUED ON PAGE 32


Kannabis Works
Dr. M. Earth
CA State Licensed Cannabis Retailer
2106 S. Susan Street
Santa Ana, CA 92704
Tel: 949-662-5060 Hours: Open 10-10 daily
Name People of Orange County
Age. 21+
Date 4/20
Rx
-for pain -for less pain -for way less pain
-for anxiety -for less anxiety -for no anxiety
-for deeper sleep -for the best sleep ever
-for better sex -for incredible sex
-for fun -for more fun -for tons of fun
Refill Frequently
SCRIPT
KANNABIS

KANNABIS
WORKS

2106 S. Susan Street | Open 10 - 10 daily



CONTINUED FROM PAGE 30

publication, not because a cannabis cooking magazine exists, but because Whole Foods (a very corporate business) is on board with promoting a cannabis-friendly lifestyle. I impulsively purchased *Kitchen Toke* for a staggering $17. (I didn't look at the price beforehand, or it may have derailed the moment.) But I'm thrilled I did because I feel as if I have killer cannabis cooking and culinary secrets. Also, supporting journalism in its many forms is critical to our intellectual wellbeing.

The best part about *Kitchen Toke*, however, is the fact the contributors are real food writers. The content reads with precision, command and fluidity, similar to the style of *Food and Wine* or *Bon Appétit*. The writers flow through stories using the proper culinary and foodie lingo, adding to the professionalism of the new brand. The photos of fresh gourmet bread, Bundt cakes and pasta with Bolognese sauce are stylized and captivating. The biggest mistake I made was reading *Kitchen Toke* on an empty stomach, something I highly recommend not to do.

PHOTO BY MARY CARREON

"Expect us to be the definitive source in [the cannabis food and culinary] arena, which is particularly important when credible and accurate information is not always in great supply," reads the editor's note. "When the facts change and the truth shifts, we'll be here to help."

Right now the cannabis industry couldn't be filled with more instability. From ever-changing laws to lack of research to politics and lobbyists gone mad, it's hard to know what information is truthful. That's why cannabis journalists–regardless of what portion of the industry they specialize in–are of vital importance, because they're the ones who distribute facts and information to the people. Moreover, the food, beverage and culinary sector of the cannabis world is severely underreported, despite being a subculture that blends food and science to create fascinating and delicious medicated masterpieces.

Along with drool-worthy recipes, such as Sweet Potato Gnocchi with Lemon Pesto or Spinach and Feta Canna-Borekas, the inaugural issue of *Kitchen Toke* also incorporates stories with important themes, such as seniors using low-dose cannabis foods for pain management. One feature is about Illiana Regan, a renowned Chicago-based chef who makes cannabis-infused vegan food for her mother, Sandie Regan, who suffers from neuropathy. "[Regan] roasts a spaghetti squash long enough for its noodles to curl from the soft yellow flesh at the touch of a fork," contributor Mike Sula writes, depicting the meal the chef made for her mom and him. "She sweats down some garlic and onions in a saucepan, chops a few of the season's last great

tomatoes, and then simmers it all with four ounces of melted butter steeped [with] Silver Lights flower."

The senior population is often overlooked in the cannabis community even though they're one of the demographics that benefit the most from cannabis. Sadly, Baby Boomers are a target for Big Pharma, and most are apprehensive to use cannabis because of the psychological trauma inflicted by the *Reefer Madness*-era. Thus, stories about creative ways of using cannabis–via spaghetti squash, for instance– normalize cannabis by way of pain management and lifestyle.

Kitchen Toke does a stellar job at explaining why micro-dosing, or ingesting below 15 milligrams of THC, with cannabis is for moms and everyone else turned off by cannabis culture. Although it's important for moms and anti-canna-culture people to understand that micro-dosing doesn't make you a "stoner," the more important theme of this story is one that always needs emphasis: the normalizing of cannabis. The two-page spread gives product options for the more conservative, or cannabis newbies. It also outlines directions on how much to take, when you'll feel the effects, and how to figure out the right micro-dosing size for you.

The quarterly mag also incorporates articles on how to utilize hemp (the cannabis plant that won't get you high) to increase the quality of foods and raise nutritional value. In a story titled "The Rise on Bread," contributor Aimee Leavitt cites studies proving just that. "A Polish study that appeared in *LWT Food Science and Technology*, an international journal of food and chemistry, found that replacing some conventional flour with hemp flour weakened the structure of gluten-free bread dough, but the hemp protein improved it." Leavitt writes that hemp flour also improved the color and flavor of the bread—and added 27.4 percent more protein and almost 500 percent more fiber.

Kitchen Toke is an outstanding highlight of an area of cannabis culture that is still standing in the dark. But the fact it's sold in Whole Foods is a true sign of the times. It's also an indicator that, like the Wicked Witch of the West, the stigma is melting. In hopes of making Henry Anslinger roll over in his grave and celebrating weed day in style, here is a stellar 4/20 recipe featured in *Kitchen Toke*:

Sticky Maple Butter Cinnamon Weed Bread

3/4 cup maple syrup, plus 2 tablespoons
1 tablespoon cannabutter
1/3 cup toasted walnuts, crumbled
2 canisters prepared cinnamon roll dough
1 tablespoon unsalted butter or nonstick spray

In a small saucepan, heat maple syrup and stir in butter to melt and incorporate. Pour half of the mixture in a 9-inch Bundt pan greased with butter or nonstick spray and sprinkle with half of the nuts. Layer with one roll of the cinnamon buns. Pour the remaining maple syrup mixture on top (reserving 2 tablespoons) plus the remaining nuts and layer with remaining roll of dough.

Bake in a preheated 375 F oven for 30 to 40 minutes or until lightly browned. Remove, place on a wire rack and cool for 10 minutes. Invert cake onto serving plate and brush non-sticky areas with remaining maple syrup mixture. Makes 8 servings, each about 4 mg THC. Enjoy!

Shenanigans
Irish Pub & Grille
WAKE N BAKE
WITH OUR
NEW BREAKFAST MENU!
Irish Breakfast
Apple French Toast
Banana Pancakes
HAPPY HOUR 4P-7P Mon-Fri
Live Bands Thurs - Sun • Sports on 14 Screens • Free Pool Wednesdays
Lively Waterfront Pub with full menu of house-made great food including breakfast & dog friendly patio!
Mon-Fri 9am-2am | Sat & Sun 8am-2am
423 Shoreline Village Drive, Long Beach • Shenaniganslb.com • 562.437.3734

The Best Of 420:

Products, Accessories And Gifts, Oh My!

GOLDLEAF JOURNALS

This is the perfect gift for the writer, note taker, geneticist, medical and adult-use consumer and general cannabis maniac in your life. Goldleaf was created to bring a sophisticated and scientific eye to the cannabis community. With products for the enthusiast, whether a cultivator or consumer, Goldleaf focuses on aesthetically pleasing and thoughtful designs, from portable jotter style notebooks to full scale guide books and educational prints to hang in your home. The also offer classic, elegant pens. Who doesn't like a great pen? The types of journals they offer are:

- The Cannabis Taster: A Recreational Tasting Journal
- The Patient Journal: A Medical Cannabis User Companion
- The Grow Planner: A Weekly Journal For Cannabis Growers
- The Grow Jotter: A Cannabis Grower's Pocket Journal

The next time you smoke, start a home grow or need to remember what terpenes are important when you have a headache, invest in a Goldleaf—the best way to keep your thoughts and cannabis experiences organized.

shopgoldleaf.com

MAGICALBUTTER

What to become the ultimate herbal infusion master? The MagicalButter Machine can help you. It's the world's first countertop botanical extractor, designed for creating recipes and infusing healthy herbs like cannabis, sage, lavender, etc. into butter, oil, grain alcohol, lotions and more. There are also MagicalButter accessories, too, such as gummy trays, spatulas and baking mats. Garyn Angel, Magical Butter's CEO, founded the Cheers to Goodness Foundation, a charity that makes life a little easier for children and families suffering needlessly from diseases such as epilepsy by providing them with an array of herbal extracts, like CBD. Some who are burdened with heavy medical and relocation expenses receive monthly assistance from Cheers to Goodness. The charity is a natural outgrowth of one man's impulse to give critically ill kids a fighting chance and educate the world about the benefits of healing herbs.

magicalbutter.com

PHOTO COURTESY OF MAGICALBUTTER

LORO JONES

Lord Jones makes the world's finest micro-dose edibles and topical lotions. Created with simple, all-natural ingredients, Lord Jones CBD gumdrops, chocolate-covered caramels and luxury healing lotions have the power to ease relaxation, promote overall well-being and melt away stress. The highly sought-after brand has quickly become the go-to cannabis item among celebrity fans, some of whom include Olivia Wilde, Jessica Seinfeld and Busy Phillips, to name a few. Additionally, Lord Jones just made history: As of April 10, its CBD products became available in all Standard

CONTINUED ON PAGE 36

15451 Beach Blvd
Huntington Beach, CA

ZIGGY'S
PRESENTS

HUGE SALE

Buy One, Get One FREE

Equal or Lesser Value; Must Pay Sales Tax on Both Items
Valid 4/20 - 4/22 (Fri - Sun); Open 'till Midnight

First 20 Customers Get Gift Bag

UP IN SMOKE
COMING 420

Smokeout 4pm
Show Opens 5pm
Comedy Set 7pm

HOOBS!
MATT ROBERTSON!
GEORGE PEREZ!

WHERE PROHIBITION ENDS, AND THE FUN BEGINS!

$5 OFF EVERY $25 SPENT

Expires 5/6/18

SPANKYS
ADULT EMPORIUM

213 N. Harbor Blvd. Santa Ana, 92703
spankysonline.com | 714.554.4495

OPEN 24/7

@SPANKYSONLINE

ADULT TOYS, NOVELTIES, LOTIONS, LUBES, LINGERIE, DVDS & MORE!

THE NEXT BIG THING IS HERE

FATTY'S

EXOTICS FOR THE PROFESSIONAL SMOKER

OC WEEKLY BEST OF READERS' CHOICE WINNER

10X AWARD WINNER

@FATTYS_SOCAL & @FATTYSPREROLL

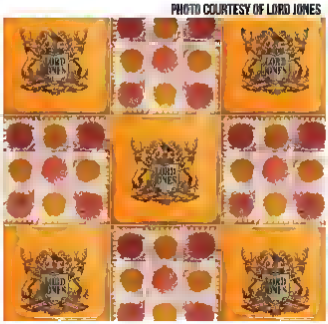
FATTYSPREROLL.COM

CONTINUED FROM PAGE 34

Hotel minibars in LA, truly a sign of the times. Get high and be classy with Lord Jones.

lordjones.com

PHOTO COURTESY OF LORD JONES



KIN SLIPS

Kin Slips are taking the cannabis world by storm with its compact, portable and discreet product. Sometimes overtly celebrating 4/20 isn't the smart move. But that doesn't mean you have to skip out on the fun altogether. For those interested in the discreet celebration, these all-natural slips dissolve under your tongue, delivering a precise dose quickly. The carefully crafted blends of cannabinoids, terpenes and plant-based ingredients are formulated for positive effects on lifestyle and health.

Kinslips.com

CANNDESCENT FESTIVAL FLOWER FLIGHT

Canndescent, a Coachella Valley-based premium cultivator, has launched a tasting flight right in time for 420 and festival season—which happen to overlap on Friday, weekend 2 of the Coachella Valley Music and Arts Festival. What's spectacular about Canndescent's flower is that the effects are always consistent, something most flower brands are not. The flight comes complete with five, .75 gram, pre-rolled joints of each of Canndescent's proprietary effects based on the cannabis strains Calm, Cruise, Create, Connect and Charge. The joints also come in a travel box, making smoking on-the-go a cinch. Festival Flower Flights will be available at dispensaries throughout California in mid-April at the suggested retail price of $49, allowing consumers all over the state to partake in the revelry.

Canndescent.com

PHOTO COURTESY OF CANNDESCENT

THE WORLD FAMOUS
Body Electric
TATTOO
PIERCING
WE SEE YOU
bodyelectrictattoo.com
323-954-0408
7274 1/2 Melrose Ave. Los Angeles, CA

GREENJOY Catering
GREENJOYCATERING.COM

WE ARE [illegible] CALIFORNIA'S PREMIER CANNABIS CATERING [illegible] PROVIDER
SATISFY THE CROWD AND STAND OUT WITH YOUR [illegible] EVENT
WE PROVIDE FULL SERVICE CANNABIS CATERING [illegible] TO YOU

so cali premier
Cannabis Event Specialists
OC • LA • SD • IE

[+] Private Parties
[+] 10-200 guests
[+] Rolling Stations
[+] Flower & Concentrates
[+] Dab Bars
[+] Custom Packages
[+] Edibles
[+] Onsite Budtenders

(657) 859-1179
BOOKING@GREENJOYCATERING.COM
GREENJOY Catering

THE CANNABIS COMPLIANCE FIRM

Dedicated to the future of Cannabis

Christopher M. Glew

Chris Glew is one of the [illegible] litigators in Orange County, focus[illegible] Can[illegible] Awarded [illegible] Cannabis Attorney by OC Weekly, Glew is an author and speaker on all Cannabis related activities. He has appeared on CNN NBC, ABC, Fox and has hosted a radio and Internet broadcast on Cannabis. He's also a feature writer for many national and regional media outlets on regulatory issues for Cannabis.

Glew has assisted numerous clients in Cannabis licensing all over the State of California. Acting as Lead Counsel for the Santa Ana Cannabis Association, he's also co-founder of the California Cannabis Bar Association.

CCF CANNABIS COMPLIANCE FIRM

dispensaries.com WeCann

1851 East 4th Street Suite 840 Santa Ana, CA | 866.648.0004 | CannabisComplianceFirm.com

SIZE MATTERS

Advanced Nutrients

www.advancednutrients.com